Meeting between the Point Board and Staff
September 10
Minutes

Next meeting: Thursday, Sept. 15

Board is bringing someone in to look at the numbers. Reed has numbers. Mike will get them Monday.

The board and staff decide they will focus on the short term: WER #85 and marketing and promoting MWEC. Board and staff will figure out costs for #85 and build around that. Reed and Ruth are putting budgets together. Staff makes board aware of the urgency of a decision on 85.

Board will have royalty statement to Mike on Monday.

Tano says landlord is optimistic about subletting. Staff is figuring space requirements for this purpose.

Ruth will attend board meetings as staff rep to board. Staff says it would like staff on the Board. Board says it has trouble with this.

Staff will ask M.atisse to facilitate next meeting.

Beau asks staff to get behind idea of gala for catalog. This needs to be coordinated with Cooper Hewitt event Nov. 19 and Marin event Oct. 25

NY

THE POINT OF POINT

We are dedicated to demystification,
to self-teaching,
and to encouraging people to think for themselves.
Thus, our motto:
Access to tools and ideas.

POINT/WHOLE EARTH MISSION — DRAFT STATEMENT

I offer this as one quick effort to move this discussion. I'm happy to talk about it, but I'm much more interested in making concrete progress toward either (1) quickly drafting a statement as a basis for decisions we must make in the next two weeks, or (2) finding a strategy to make those decisions while carrying on the "mission" discussion. Most of the ideas here should be familiar, having been stolen from earlier documents by WE staff, Howard, John, et al. — Mike, 9/15/94

Point Foundation exists to disseminate information and ideas through a magazine and a catalog series.

Its Contents:

News about tools (including ideas as tools), toolmongers, and tool users
Ideas and tools that help people think and act for themselves
Eclectic, willfully difficult to categorize; readers expect to be regularly surprised and pointed in unanticipated directions
At the same time, the contents also emphasize connections and relationships (often unexpected) among people and ideas
Useful and provocative but also suffused with delight and celebration
Provides political (among other) tools without serving as a forum for partisan politics or particular ideologies
Whole Earth news is news with the potential to stay news

Its Audience:

Pragmatic generalists
Specialists in one field or another who are nourished by a generalist perspective
People who want and expect to make a difference
A community of tool-users who share information with each other
Readers who contribute to editorial content and look forward to learning from the contributions of other readers

Its Media:

At present, a magazine and a series of catalogs existing in symbiotic relationship
Expansion to other media remains an intriguing option, but nothing is now in place
The magazine keeps a network alive and connected, reports news, points to provocative notions, experiments and explorations. It offers timely reviews, exists as a test market for possible catalog topics, and updates the catalogs
The catalogs (on particular topics as well as "Whole Earth" catalogs) consolidate, deepen and focus the best of the magazine's work, reach larger audiences for ideas tested in the magazine, and provide longer-term perspectives, in a more permanent format, for notions explored in the magazine
The publications are directed and largely produced by a core staff which, while always evolving, exists to create, maintain and act as stewards of the Point/Whole Earth identity. The publications represent a unique collaboration between this is core staff and the larger Whole Earth network/community

Point Foundation is the focus point for an ever-growing, informal network of thinkers and doers. Through its occasional *Catalogs* and books, and its quarterly magazine *Whole Earth Review*, Point provides a forum for the presentation and discussion of world-changing technologies, cultural trends, and comprehensivist, synergetic philosophies. Point's purpose is to point the way to tools and ideas that help people think and live sanely, sustainably, and independently.

POINT'S MISSION IS:

•To publish challenging content.

•To foolishly go where no publisher has gone before.

•To continue to marry vision, practicality, and sustainability.

•To voice the spirit of idealism, tempered by hard-won cynicism.

•To encourage community among -environmentalists
-idealists (duh!)
-crackpots
-futurists

Style. Content. Consequence.

Yo! Anarchists, individualists, doers, stirrers of the social pot — WE NEED YOU! It's time for us to sing and dance together; to celebrate the joy of being alive and the satisfaction of seeing social dirt beneath our fingernails. It's time to share our passions and the satisfaction of knowing that you and I and every other being that walks, swims, slithers or crawls across the surface of this tiny globe can and does make a difference.

That is what Whole Earth Review does — celebrate passionate people who take up physical, social and spiritual tools to make a difference. It is the voice of a community. It is a gathering of pilgrims, fellow travelers who explore the frontiers of human experience and report what they've seen.

The result is as practical as it is inspiring. Whole Earth Review has explored cyberspace, New Games, electric cars, xerascape gardening, meditation backaches, parenting, spider tag, Biosphere, shoes, space stations.... More stuff than you can imagine. Twenty-six years of sharing tools that seem wonderfully useful, well-made, curious, innovative or just plain fun. And, looking around now, we can see that the tools we have shared have made a difference.

Whole Earth is as much a tool as the stuff it celebrates, though sometimes we are a bit fumble-fingered. We ain't much on pigeon holes or coloring within the lines. Truth is we have a weakness for bold strokes and sometimes passions get the better of us. That's where you come in. Whole Earth Review needs your eyes and your commitment.

Join us. Become a member of the Whole Earth Community. Spread the news. Share what you see in the pages of Whole Earth Review. And tell us what you see on your frontier. We'll pay you for what we use. Everybody wins.

The point of Point

To abet independent activities (of which thinking is one)

and to let no received idea glide by without examination

and to look with generosity, or at least neutrality, at endeavors and notions that may not be fashionable at the moment.

To be wrong and/or look foolish occasionally as a result of not playing it safe.

To fight fear, beginning with our own.

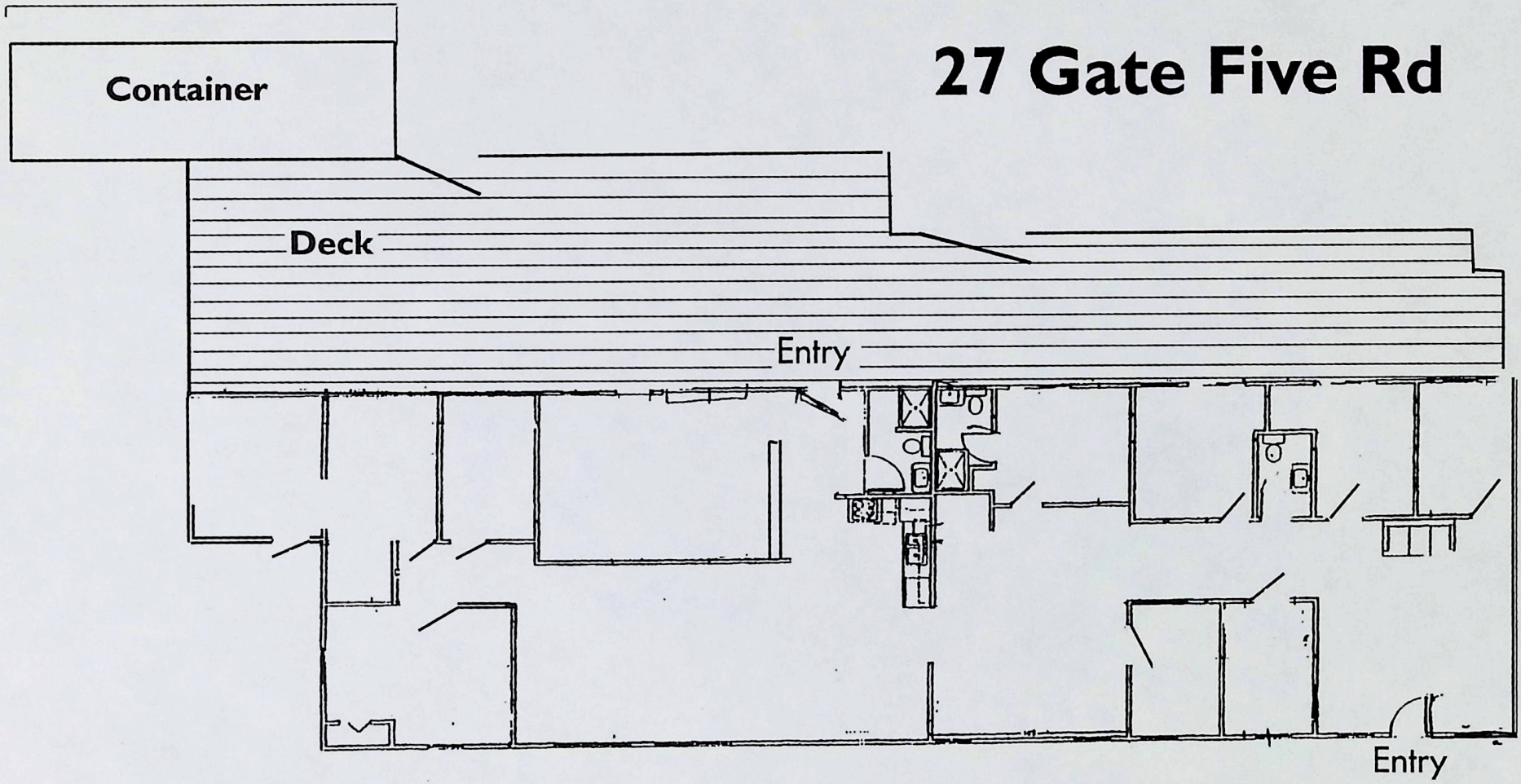
To nourish a loose community of lonesome do-gooders and schemers.

Most simply the mission of Point is to point.

To point to a sustainable future.

To point to resources that help that future.

To point to like minded people.

Whole Earth is the continuing conversation that helps define that future, and find the resources to create it.

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